

NETWORK CONTROLLED RETAIL SHELF DISPLAY RECEIVER SYSTEM AND METHOD

Abstract

Plurality of network controlled retail display receiver is attached to the shelf carrying items whose information such as price and other attributes need to be displayed. The display receiver wakes up to see the information change bit indicator and its addressed group. If detected, receiver captures the packet, decodes it and refresh its man machine interface. The receiver gets command from the controller either placed in the store or through digital terrestrial/satellite broadcast networks. The invention allows consistent management of similar items information placed in retail stores of same franchise, geographically apart.